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Buckner, Thomas Aylette

The successful agent from the viewpoint of the...

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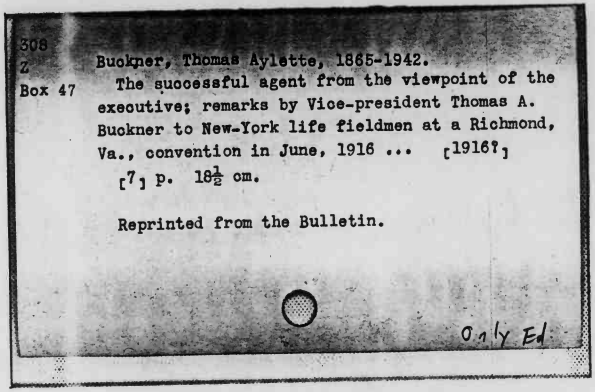
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The Successful Agent

THE SUCCESSFUL AGENT

FROM THE
VIEWPOINT OF THE
EXECUTIVE

REMARKS BY

Vice-President THOMAS A. BUCKNER
to New-York Life Fieldmen
at a Richmond, Va., Convention
in June, 1916

(Reprinted from the Bulletin)

June 6, 1917 AET

SUCCESS

WHAT IS IT?

THE man who takes up the business of life insurance as his life work and through all its vicissitudes continues *honest, loyal and efficient* to the extent of his abilities *is the successful agent.*

By being *HONEST* I mean more than the mere observance of the letter of the law and the ordinary conventionalities of life.

By being honest I mean—

1. *Honesty to self and family.*

(*a*) Conservation of time—eight hours a day, six days a week—hard work directly in the line of business.

(*b*) No side issues or side discussions in business hours, no procrastination—driving directly at the mark of one's calling.

(*c*) A student of the business of the Company, of the policy forms, of the rate-book and the literature, and, most of all, of the prospects and their needs.

2. *Honesty to the Company*—withholding no facts the Company should receive; never misrepresenting to it or to its clients, even though big commissions should be in the balance.

3. *Honesty to prospects and clients*—never overinsuring; never underinsuring; never misrepresenting policies or dividends; choosing the policies most clearly indicated by the client's needs, regardless of the rate of commission.

By being *LOYAL* I mean more than lip service. I mean—

(*a*) Allowing no one to reflect upon the integrity of the Company without a rebuke; promptly bringing to the Company any just complaint, and making freely any suggestion for the good of the business.

(*b*) The kind of loyalty that prevents men from listening to temptations from other quarters—and if seductions and temptations come puts them behind and out of mind, with full assurance that a man can make good in his own company, if he can in any.

(*c*) By loyalty I mean a strict—yes, even a blind observance of all the Company's rules—no *trimming*, no *turning of short corners*. No man can permanently succeed who is a

trimmer. A loss in commissions through the observance of the Company's rules both in the letter and spirit, is made good many fold in self-respect. Loss of self-respect is an admission of failure.

By being *EFFICIENT* I mean more than the mere accomplishment of immediate results. Efficiency means—

Planning; careful attention to the little details; organizing the incidents of life; studying one's self, one's neighbors and clients, one's surroundings and one's friends; economizing one's time, and *working diligently, energetically all the time.*

THESE are the elements of efficiency.

That agent who squares his life work with the elementary principles here outlined *is* a success; such an agent need have no worry over the questions of raiment, food or shelter for *himself* or *family.*

Happiness to such an agent and his household will follow as naturally as day follows night and the seasons succeed each other.

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